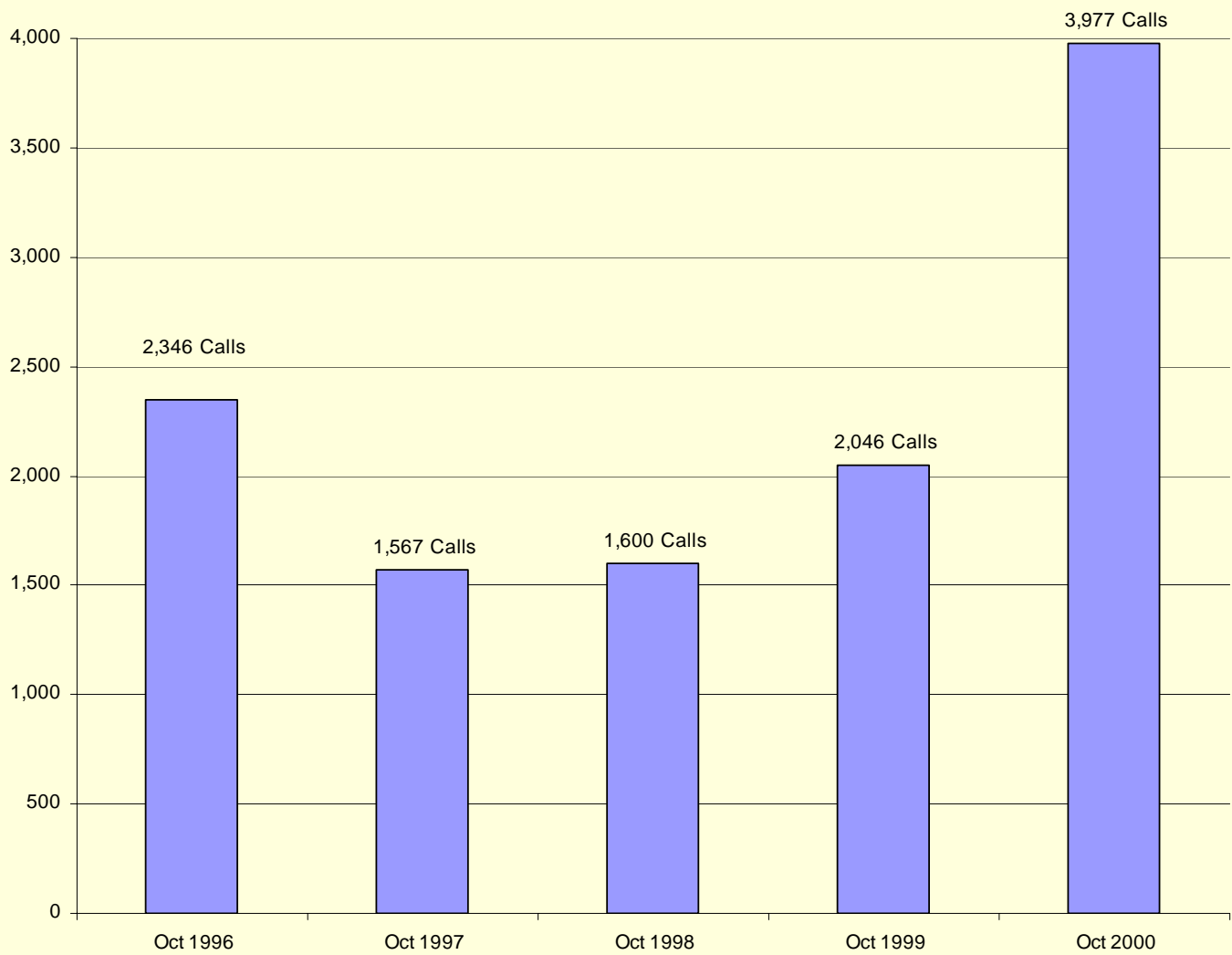
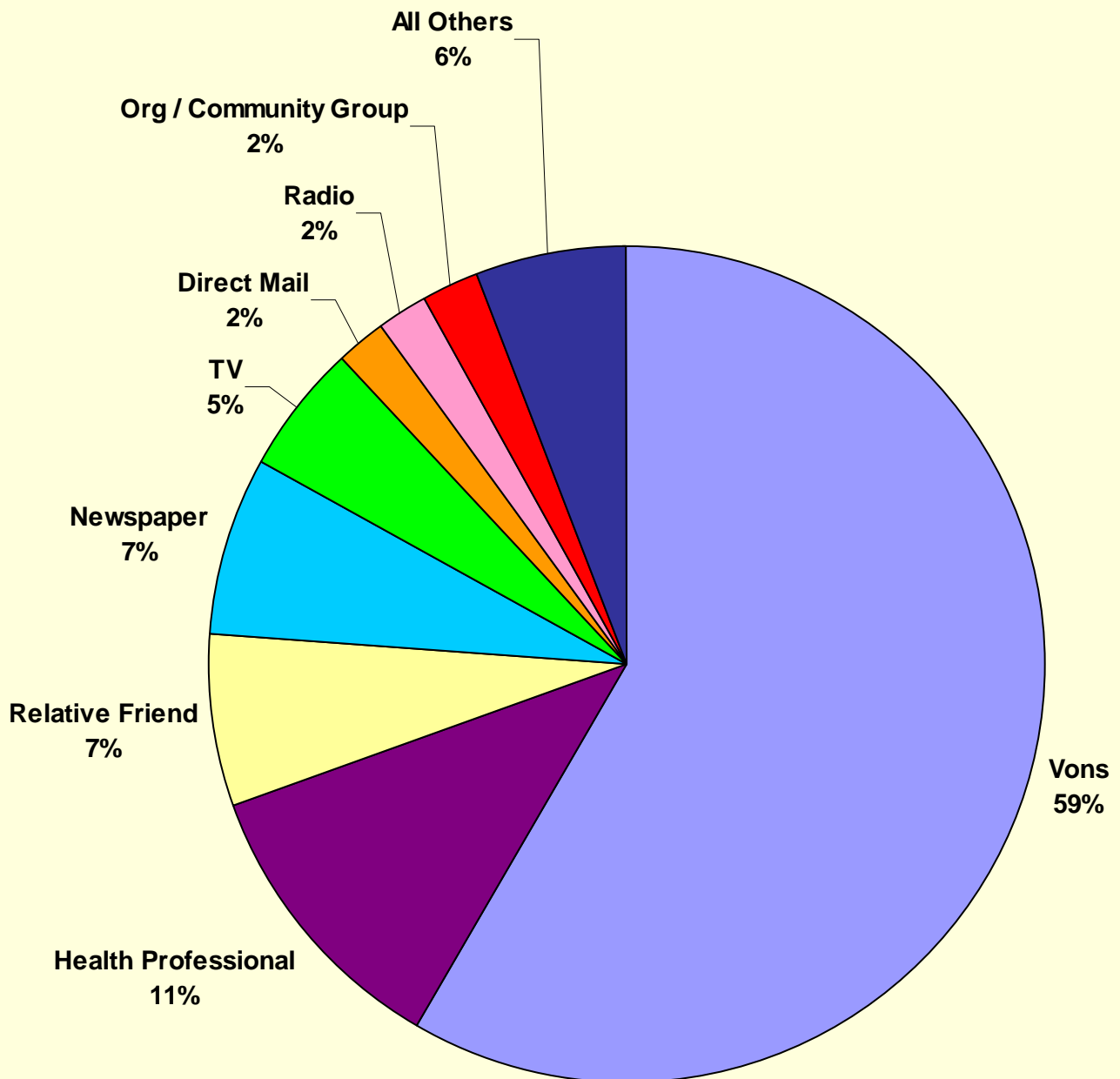


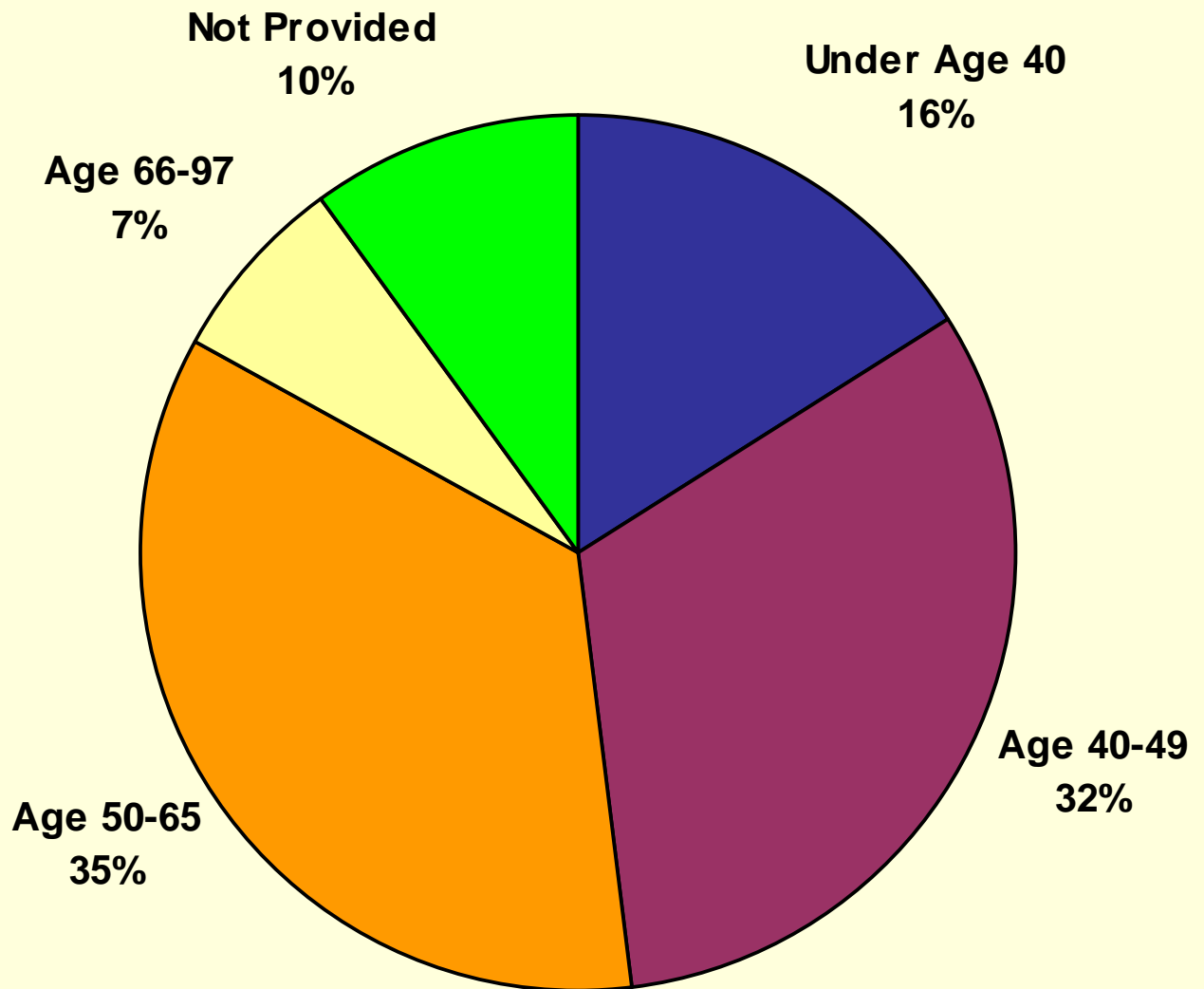
**Call Volume for All NCCC Callers
October 1996,1997,1998,1999, 2000**



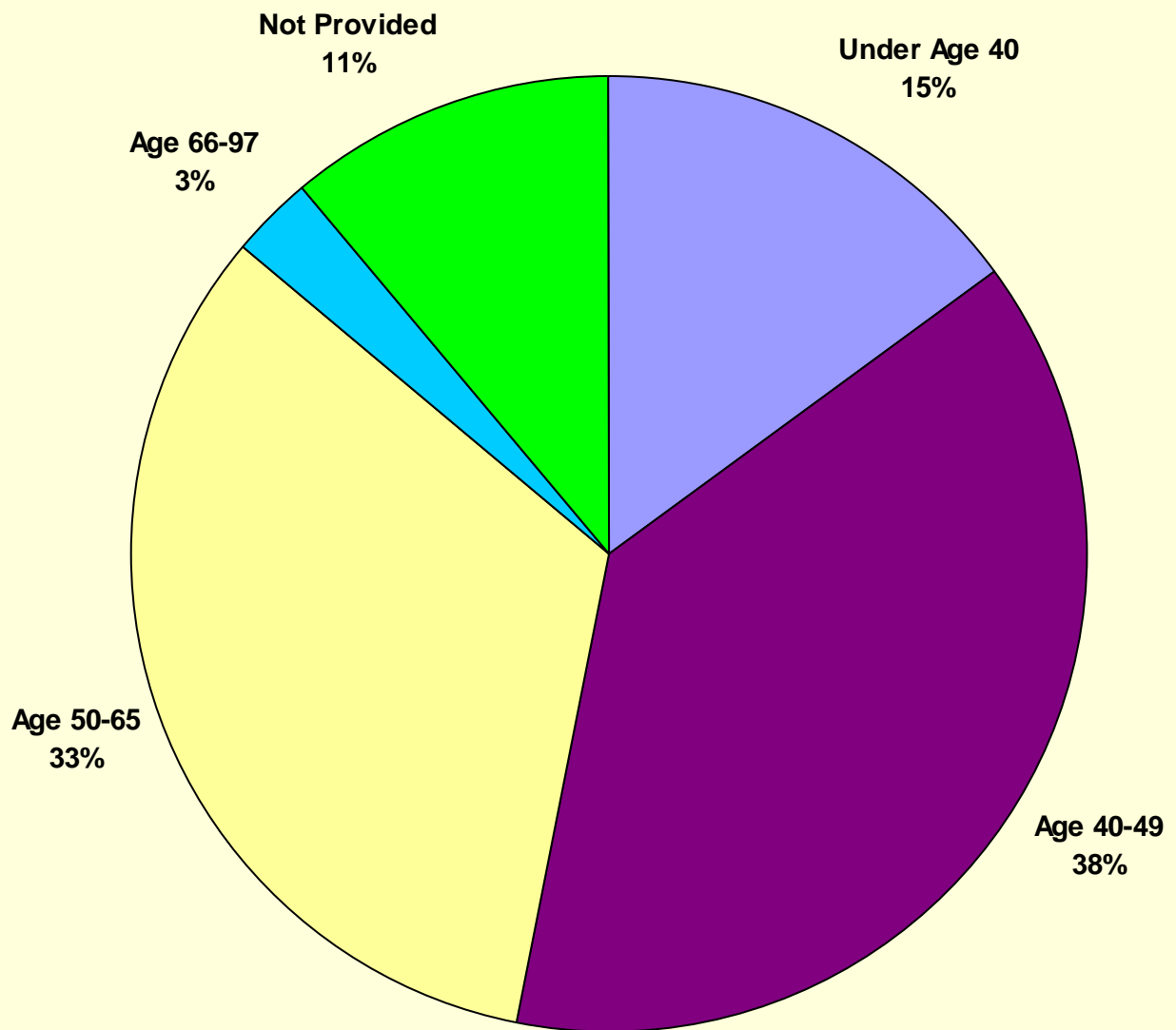
SOURCES FOR NCCC CALLS IN OCTOBER 2000
(TOTAL CALLS = 3977)



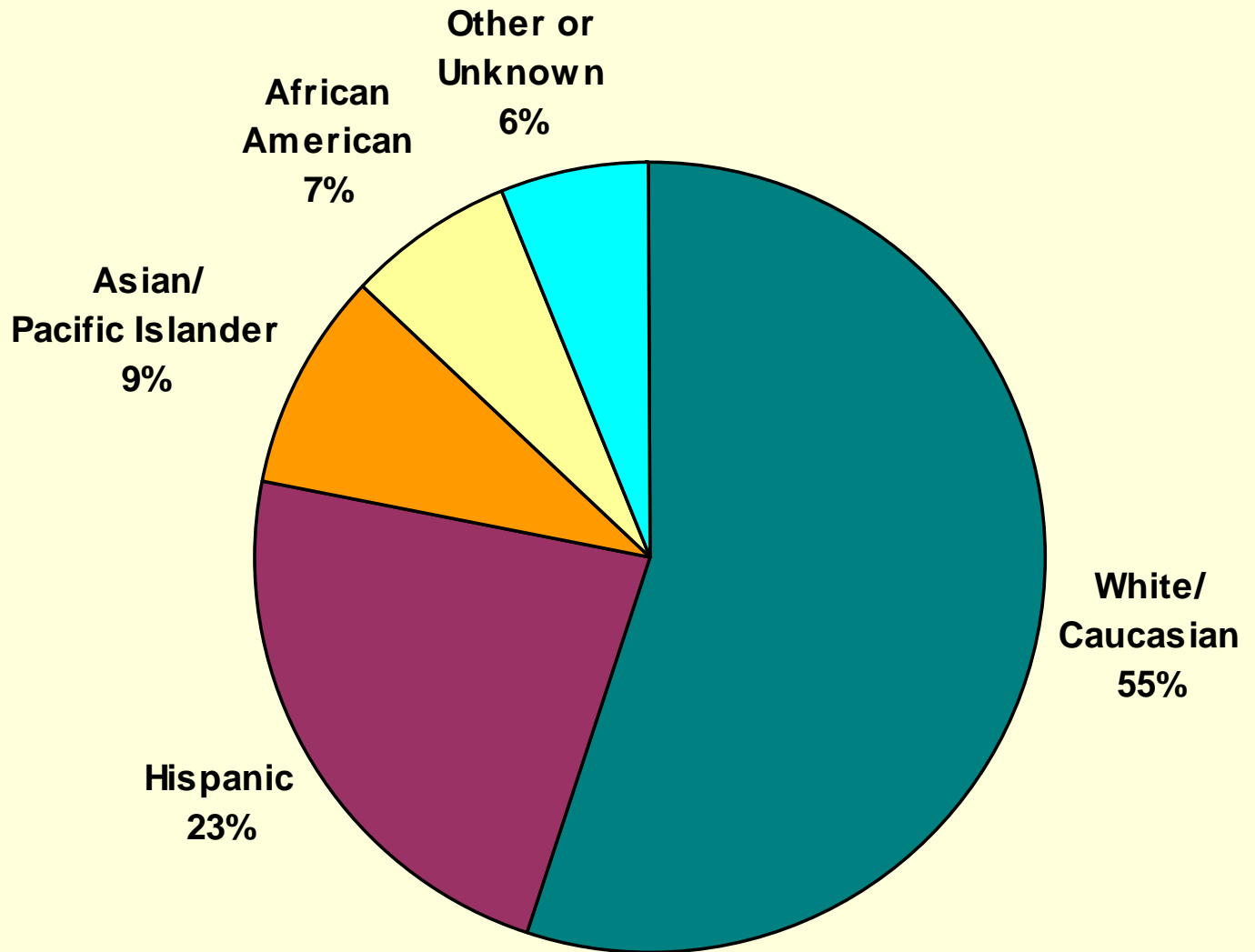
**OCTOBER 2000 NCCC VONS PROMOTION CALLS
BY AGE GROUP**



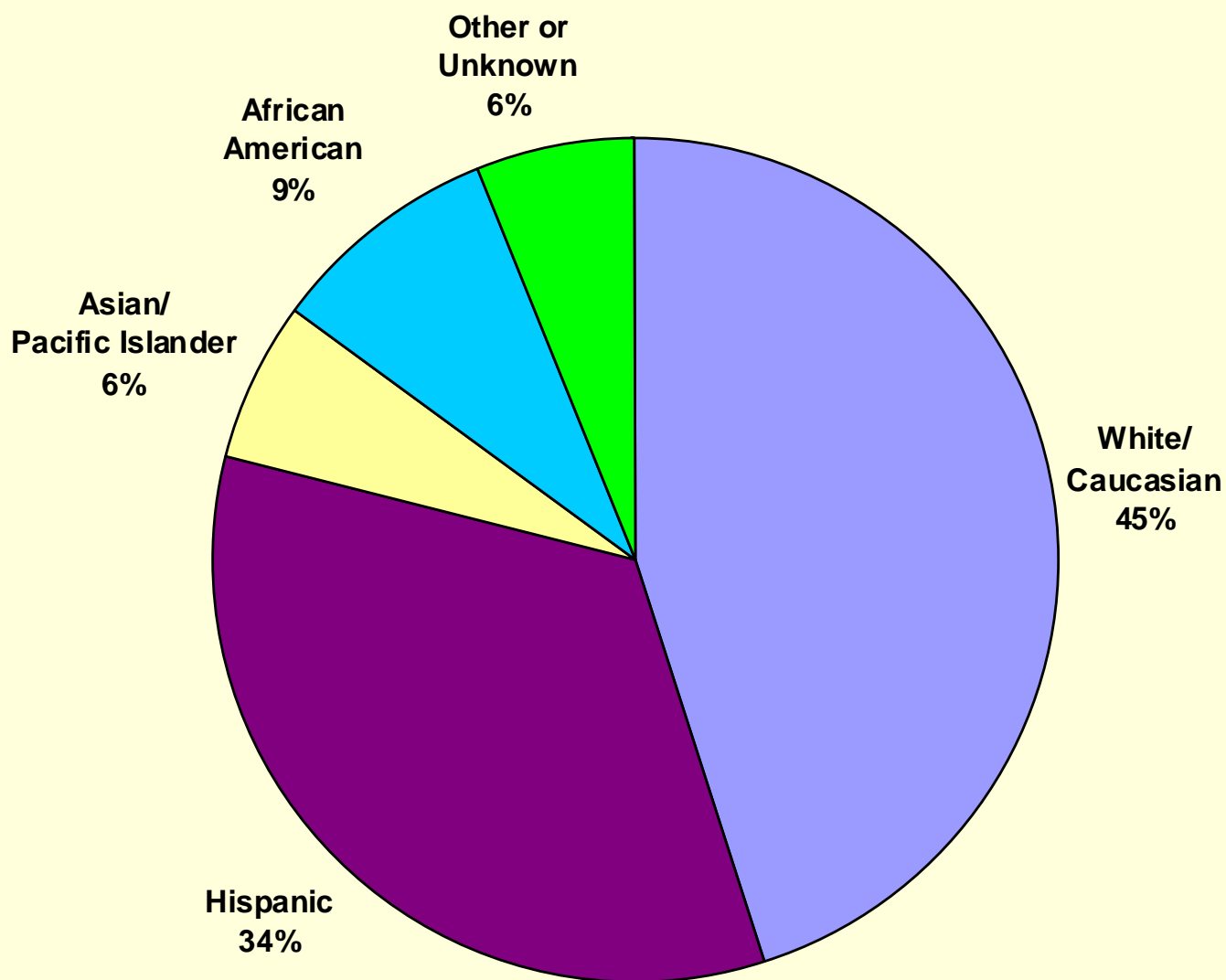
**OCTOBER 2000 NCCC CALLS FOR OTHER SOURCES (EXCLUDING VONS PROMOTION)
BY AGE GROUP**



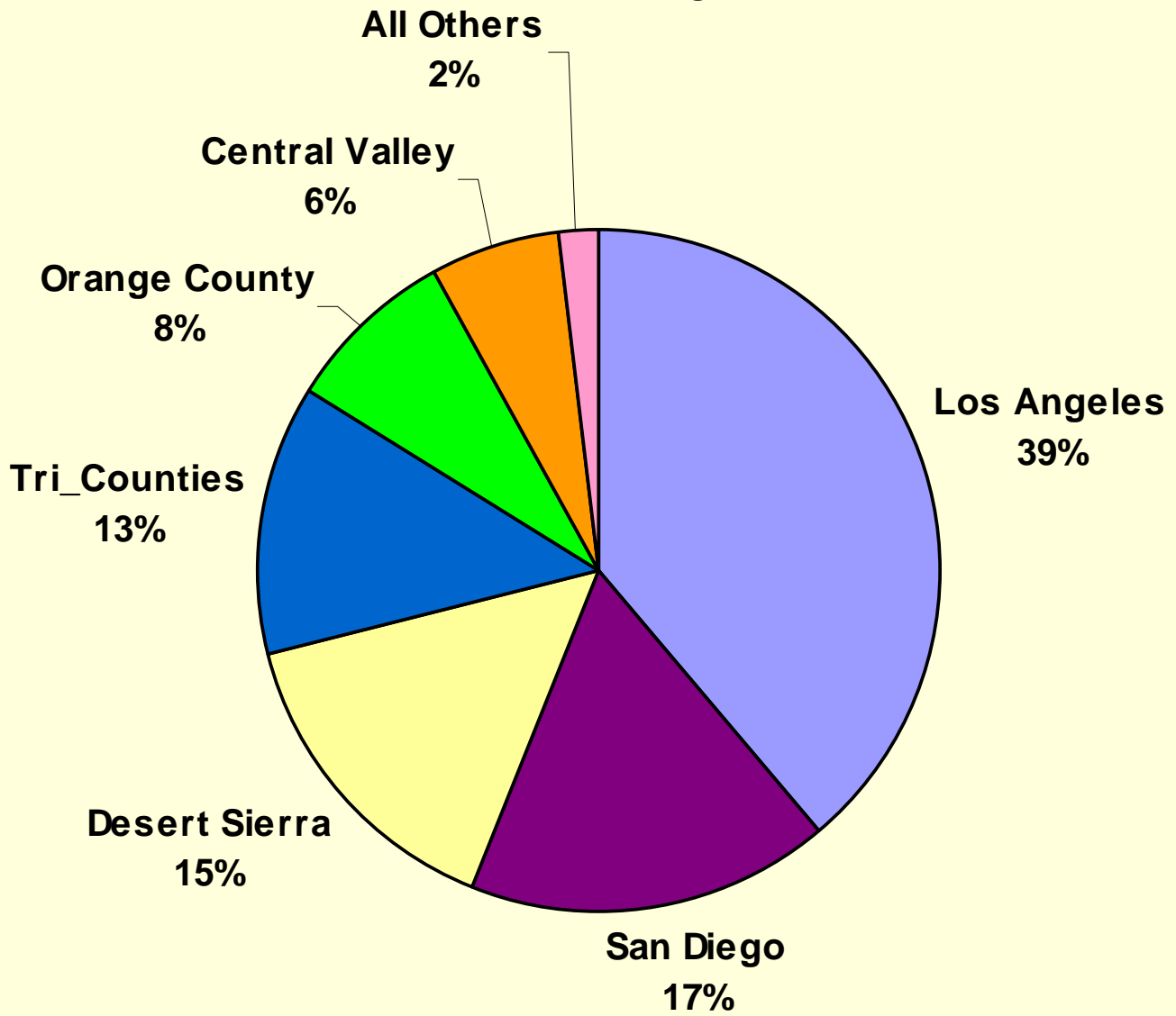
**OCTOBER 2000 NCCC VONS PROMOTION CALLS
BY RACE/ETHNICITY**



**OCTOBER 2000 NCCC CALLS FOR OTHER SOURCES
(EXCLUDING VONS PROMOTION) BY RACE/ETHNICITY**



**OCTOBER 2000 NCCC VONS PROMOTION CALLS
BY PARTNERSHIP**



**CALLS MADE TO NORTHERN CALIFORNIA CANCER CENTER
STATEWIDE TOLL-FREE TELEPHONE DURING OCTOBER 2000**

Date Prepared: 1/17/2001

	VONS PROMOTION		OTHER	
All Calls	Frequency	Percent	Frequency	Percent
	2,594	65%	1,383	35%
Age	Frequency	Percent	Frequency	Percent
Under 40	420	16%	209	15%
40-49	821	32%	529	38%
50-65	909	35%	460	33%
66-97	181	7%	38	3%
Not Provided	263	10%	147	11%
Total	2,594	100%	1,383	100%
Race/Ethnicity	Frequency	Percent	Frequency	Percent
White/Caucasian	1,433	55%	622	45%
Hispanic	597	23%	477	34%
Asian/Pacific Islander	221	9%	82	6%
African American	190	7%	123	9%
Not Provided	153	6%	79	6%
Total	2,594	100%	1,383	100%
Partnership	Frequency	Percent	Frequency	Percent
Los Angeles	1,006	39%	290	21%
San Diego	430	17%	111	8%
Desert Sierra	378	15%	166	12%
Tri-Counties	325	13%	98	7%
Orange County	206	8%	112	8%
Central Valley	167	6%	129	9%
Northern California	22	1%	99	7%
Gold Country	6	0%	153	11%
Central Coast	4	0%	25	2%
Westbay	6	0%	43	3%
Contra Costa	3	0%	15	1%
Santa Clara	4	0%	25	2%
North Coast	2	0%	43	3%
Alameda County	-	0%	39	3%
Not Provided	35	1%	35	3%
Total	2,559	99%	1,348	97%
	ALL CALLS			
Source	Frequency	Percent		
Vons Promotion	2,328	59%		
Health Professional	444	11%		
Relative/Friend	268	7%		
Newspaper	266	7%		
Other	221	6%		
TV	217	5%		
Direct Mail Campaign	84	2%		
Radio	83	2%		
Org/Community Group	66	2%		
Total	3,977	100%		

**AGE, RACE/ETHNICITY FOR OCTOBER 2000 NCCC CALLERS FOR VONS PROMOTION
BY PARTNERSHIP**

Partnership	Age Groups										
	Under 40		40-49		50-65		66-97		Not Provided		Total
Los Angeles	178	18%	306	30%	332	33%	79	8%	111	11%	1006
San Diego	64	15%	151	35%	152	35%	24	6%	39	9%	430
Desert Sierra	69	18%	122	32%	142	38%	26	7%	19	5%	378
Tri-Counties	39	12%	107	33%	131	40%	30	9%	18	6%	325
Orange County	31	15%	64	31%	73	35%	13	6%	25	12%	206
Central Valley	32	19%	54	32%	59	35%	7	4%	15	9%	167

Partnership	White/Caucasian		AfricanAmerican		Asian/Pac Islander		Native Amer/Esk		Other/Not Provided		Total
Los Angeles	467	46%	126	13%	129	13%	11	1%	273	27%	1006
San Diego	254	59%	17	4%	21	5%	7	2%	131	30%	430
Desert Sierra	231	61%	26	7%	13	3%	3	1%	105	28%	378
Tri-Counties	222	68%	6	2%	7	2%	8	2%	82	25%	325
Orange County	122	59%	7	3%	38	18%	5	2%	34	17%	206
Central Valley	98	59%	4	2%	4	2%	3	2%	58	35%	167

Partnership	Hispanic				
	Yes		No		Total
Los Angeles	227	23%	779	77%	1006
San Diego	116	27%	314	73%	430
Desert Sierra	95	25%	283	75%	378
Tri-Counties	72	22%	253	78%	325
Orange County	25	12%	181	88%	206
Central Valley	46	28%	121	72%	167